



**Alberta
Cattle
Commission**

GRASS routes

The Alberta Cattle Producer Monthly Update

February 2001

Call us at (403) 275-4400

**Producer
Profile:
Greg Conn**



Greg Conn and family run a cow/calf and back-grounding operation along the Red Deer River, north-west of Innisfail. Greg is chairman of the Alberta Cattle Commission and a director to the Canadian Cattlemen's Association. He has been active in water quality issues working with producers and other stakeholders for the benefit of the industry.

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New national ID program could save cattle producers millions of dollars

The Canadian Cattle Identification Program is now underway. As of January 1, all cattle leaving the herd of origin, other than those that will be slaughtered before July 1, 2001, must have an official Canadian Cattle Identification Agency (CCIA) ear tag bearing a unique individual ID number.

"The Canadian Food Inspection Agency (CFIA) views the new ID program as one more development to defend the industry in the event of an outbreak of disease or a food safety issue," says **Dr. John Kellar**, chief of the agency's Animal Disease Surveillance Unit.

"In the absence of a national ID program, animals are walking in the marketplace anonymously and that creates a situation for us whereby when we find disease we spend a lot more effort and time finding the source," says **Kellar**. He adds, "With the identification of all animals, at a minimum producers might be inconvenienced but at the maximum they might save tens-of-millions of dollars in the event of a severe problem."

For more information cattle producers across Canada can contact the CCIA toll free 1-877-909-BEEF (2333).

Not your ordinary meathead!

Meatheads is the newest beef snack idea to come out of Maple Leaf Foods. Launched at Canadian Football League (CFL) games in the fall of 2000, the new product is 100 per cent beef and is a steak snack that fits nicely in your fist.

The CFL games put *Meatheads* in front of 250,000 consumers in the target audience of males,

aged 18 to 34.

Alberta beef producer and chair of the Beef Information Centre, Kevin Boon says, "As an industry we are now in the snack food business. *Meatheads* is one more way that the Beef Information Centre is working with producers and processors to develop the products consumers want."

Research chair in enzymology appointed

Dr. Doug Inglis has been appointed as the new research chair in ruminant enzymology and biochemistry, at the Lethbridge Research Centre. This research initiative is worth \$1 million. It will anchor new research in the areas of fundamental science that represent the future of beef production.

The Chair is funded with \$750,000 from the Canada Alberta Beef Industry Development Fund (CABIDF), and \$250,000 from the Agriculture and Agri-Food Canada Matching Investment Initiative. The Alberta Cattle Commission administers the CABIDF. The Chair will be involved in ongoing and new beef research projects over a six-year period.

Since 1998, CABIDF has allocated over \$15 million to more than 50 research projects in six categories: animal health, forage/cow-calf, feedlot, intellectual resources, manure management/sustainability, and beef marketability.

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